catalog redemption

total circulaton	1,250,000.00				
overall redemption=(total $ ordered over total circulation)					
		percent	total		
item	average price	redemption	redemption	total $ amt	UPC REQ
		highest			
acrylic blanket	8.00 13.00	1.70%	21,250	276,250	65
chef bowl	7.00	2.00%	25,000	175,000	35
camera	46.00 40.00	1.70%	21,250	850,000	200
robe	27.00	1.30%	16,250	438,750	150
golf shirts	12 14.00	1.30%	16,250	227,500	70
jacket	25. 30.00	1.30%	16,250	487,500	150
watch	25 15.00	1.70%	21,250	318,750	75
tshirt	3.50	1.30%	16,250	56,875	15
walkman	21.00 -22.00 (28,00)	1.40%	17,500	490,000	150
			128750		
total # orders	171,250				
overall redemption	14%				
			total $	**3,320,625**	
			budget	4,200,000	
			difference	879,375	
			creative	1,250,000	
			Difference	(370,625)	

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Source: https://www.industrydocuments.ucsf.edu/docs/jhby0004

CATNEEDS.XLS

Cambridge Catalog		
Postage & Handling/Item	**Item**	**P&H (estimate)**
	T-Shirt	$1.08
	Chef & Gadget	$4.42
	Blanket	$4.47
	Golf Shirt	$4.28
	Watch	$0.97
	Robe	$4.72
	Walkman	$4.28
	Jacket	$4.37
	Camera	$4.37

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